

Registration Package



**DELTA PRINCE EDWARD
CHARLOTTETOWN, PEI
OCTOBER 8-10, 2025**

CONNECTING IN CANADA'S BIRTHPLACE

2025 CPBI ATLANTIC REGIONAL CONFERENCE



CONNECTING IN CANADA'S BIRTHPLACE



Welcome to the 2025 CPBI Atlantic Regional Conference!

Join us at the Delta Prince Edward and Convention Centre in the beautiful province of Prince Edward Island for the 21st CPBI Atlantic Regional Conference.

This year's conference theme, Connecting in Canada's Birthplace, offers both symbolic and practical significance. CPBI is a proudly Canadian organization, so there is no better place to host our conference than where the groundwork for Confederation was laid. As challenges grow more complex, the need for collaboration across sectors, regions and industries becomes more urgent. This event is a reminder that even in uncertain times, our industry can provide the perfect backdrop for meaningful connection, insights, and inspiration.

We are confident that the conversations sparked, and connections made in PEI will continue to flourish long after the conference ends. Thank you for being a part of this important pension, benefit and investment event. We look forward to a memorable and enriching experience together.

2025 CONFERENCE COMMITTEE

Conference Co-chairs

Leanne O'Reilly, Pippy Insurance & Financial
Tara Anstey, Medavie Blue Cross

Committee

David Tutty, Sponsorship
Diane Macdonald, iA Financial
Mike Horne, Mercer
Ron Cashin, Desjardins Insurance
Steve Cameron, Medavie Blue Cross

Kelly Lightfoot, CPBI Atlantic Conference Planner

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CONFERENCE SCHEDULE

Wednesday, October 8, 2025

8:30am	-	6:00pm	Registration
9:30am	-	4:00pm	Conference Golf Tournament (11:00am Shotgun Start)
11:45am	-	4:00pm	Alternate Activity - PEI Vibes & Good Times at PEI Brewing Company
6:00pm	-	7:00pm	Welcome Reception
7:00pm	-	10:30pm	PEI Surf & Turf Dinner - Entertainment by The Fabulously Rich Band
10:30pm	-	11:45pm	Late Night Maple & Mingle Social

Thursday, October 9, 2025

7:00am	-	8:30am	Breakfast
7:15am	-	8:00am	Wellness Walk
8:30am	-	8:45am	Opening Remarks
8:45am	-	9:45am	Forum A Keynote with David Frum
9:45am	-	10:00am	Break
10:00am	-	11:00am	Session 1 (Benefits Session)
			Session 2 (Pension/Investment Session)
11:00am	-	11:15am	Break
11:15am	-	12:15pm	Session 3 (Benefits Session)
			Session 4 (Pension/Investment Session)
12:15pm	-	1:30pm	Lunch
1:30pm	-	2:45pm	Session 5 (Benefits Session)
			Session 6 (Pension/Investment Session)
2:45pm	-	3:00pm	Break
3:00pm	-	4:00pm	Forum B Keynote with Amber Mac
6:00pm	-	7:00pm	Pre-Dinner Reception with Oyster Bar
7:00pm	-	10:00pm	Chef Michael Smith Interactive Dinner Party
10:30pm	-	12:00pm	Late Night PEI Ceilidh at Peakes Quay

Friday, October 10, 2025

7:15am	-	8:45am	Breakfast
8:45am	-	9:00am	CPBI Atlantic Year in Review
9:00am	-	10:00am	Forum C Keynote - Dr. Yoni Freedhoff
10:00am	-	10:15am	Break
10:15am	-	11:30am	Forum D Keynote Panel
11:30am	-	11:40am	Closing Remarks
11:40am	-	12:30pm	Lunch (To Go boxes available)



CONNECTING IN CANADA'S BIRTHPLACE



PRE-CONFERENCE ACTIVITIES

Conference Golf Tournament

The Links at Crowbush Cove

Recognized by Golf Digest as Canada's Best New Course in 1994. Overlooking the north shore dunes of PEI, Crowbush continues to enthrall all those that take the challenge to conquer one of North America's very best.

How can it get better than a Golf Digest five star rating? Undulating fairways, water holes with a wisp of wind, pot bunkers and challenging greens all come together to provide you with an experience not to be forgotten. Truly an unbelievable combination of nature and imagination.

Of all the courses that are considered a "must play", Crowbush is certainly one of them. If you can tame the 6,903 yards at the Links, you should be able to play well anywhere. Rated four and a half stars by Golf Digest Places to Play, which raves, "Outstanding, plan your next vacation around it".

SCORE Golf Magazine rated Crowbush in the Top 2 Best Value Golf Courses in Canada.

Wednesday, October 8, 2025

9:30am	Bus leaves Delta Prince Edward
10:15am	Tournament Check In
11:00am	Shotgun Start
4:00pm	Prizes and Bus returns to Delta Prince Edward

Price: \$175.00 per golfer includes shared power cart, boxed lunch, beverage and prizes.

Club Rentals \$50.00 - Golfers are responsible for contacting The Links at Crowbush Cove to make their own club rental arrangements by calling 1-800-235-8909 or email peisfinestgolf@gov.pe.ca





CONNECTING IN CANADA'S BIRTHPLACE



PRE-CONFERENCE ACTIVITIES

PEI Vibes & Good Times at PEI Brewing Company

Alternate Activity to Golf

Join us for a fun-filled afternoon, as we transport the spirit and vibe of the Cavendish Beach Music Festival to the PEI Brewing Company. Attendees will enjoy festival food stations featuring PEI culinary delights, craft beers and local spirits that focus on the island's natural ingredients and unique flavors.

The afternoon will include a trivia competition and team-based challenges, all designed to bring people together. For those looking to add some rhythm and extra fun to their day, you will have the opportunity to take part in a country line dancing lesson. Whether you're looking to showcase your smarts or simply have a great time, this event is the perfect way to spend the afternoon in one of Canada's most picturesque and culinary provinces.

Participants are encouraged to dress in Country and Western attire – cowboy/cowgirl boots and hats, denim, music festival tops, etc. Team bandanas will be provided. So, bring your competitive spirit and get ready for an unforgettable day of fun, laughter and connection – Giddy Up!

Wednesday, October 8, 2025

11:45am	Bus leaves Delta Prince Edward
12:00-4:00pm	Event at PEI Brewing Company
4:00pm	Bus returns to Delta Prince Edward

Price: \$175.00 per person
Includes food stations, country line dancing lesson, trivia, brewery tour, fun and prizes!



PRINCE EDWARD ISLAND BREWING CO.



FORUM A

Thursday Morning Keynote

David Frum

2025 and Beyond – Trump and Canada

Pierre Trudeau famously described Canada's relationship with the US as "sleeping with an elephant". With each unpredictable shift and turn, Canada is waking up to the risks from our increasingly precarious bed partner.

The return of Donald Trump to the presidency challenges Canadian trade and security. Canadians must reckon with new barriers to commerce, the potential end of NATO and mass immigration influx from the United States. As President Trump seeks to upend the global world order, what does this mean for international relations more broadly and Canada's place in the world?

In this keynote address, David leverages his perspective as a Washington insider, with an intimate understanding of the Canadian perspective. Frum will provide an in-depth analysis of the factors shaping American politics and the evolving dynamics between Canada and the United States, focusing on the current political, economic, and social issues that are shaping the relationship between the two countries.

Attendees will gain a deeper understanding of the complexities and challenges facing Canada and the US, what the future might hold for their partnership, as well as potential strategies for navigating these turbulent times. David Frum's address promises to be both thought-provoking and informative, offering attendees a unique opportunity to hear from one of the leading voices in political commentary. Don't miss this chance to enhance your understanding of the critical issues affecting Canada-US relations.

Speaker Bio: Staff Writer at The Atlantic; podcast host of The David Frum Show; Former Speechwriter for President George W. Bush; prominent "Never Trumper".



FORUM B

Thursday Afternoon Keynote

Amber Mac

DEMYSTIFYING AI: Four Artificial Intelligence Trends Shaping our Fast Future

Join us for an insightful session led by renowned tech expert and keynote speaker, Amber Mac, as she explores the transformative impact of Artificial Intelligence (AI) in the workplace. Celebrated for her contributions to digital media and technology, Amber will delve into how AI is reshaping human resources, enhancing productivity and driving innovation.

The presentation will provide attendees with key takeaways as we explore her four-part blueprint for surviving our fast future -- and thriving in it. These lessons include what every leader and professional needs to know to design, grow, learn, and communicate in the age of AI, all while leading with values and making an impact during today's world of predictable unpredictability. This is a practical, inspirational, and highly relevant talk, delivered with up-to-the-minute tech trends by one of the country's top technology and innovation voices.

Speaker Bio: A native of Prince Edward Island, Amber is President of AmberMac Media, Inc., an award-winning content development agency. She is also the host of the weekly technology and business show #TheFeed on SiriusXM. With extensive experience in tech and digital media, Amber has moderated sessions with global leaders and delivered keynotes at over 500 events worldwide.



FORUM C

Friday Morning Keynote

Dr. Yoni Freedhoff

Weighing In on Obesity Treatments

In 1997 the World Health organization declared obesity a disease and an official epidemic, and since this time, the rates of obesity have nearly doubled. With equity and inclusiveness coming into focus for plans and new treatment options emerging, this category of drugs, which were formerly referred to as “lifestyle”, are getting renewed focus. But at what cost? And how is social media playing a role in shaping our perceptions? Join us for a frank discussion with one of Canada’s leading voices in this field, Dr. Yoni Freedhoff.

The questions for plan sponsors abound: What are the coverage criteria and how can plans balance access and affordability? What should human resource professionals consider when weighing options, from labour relations to attraction and retention risks? What will new generic options in the therapy category mean for plan costs? Are there longer-term implications/outcomes to consider for pension and benefit plans with respect to mortality and morbidity?

Dr. Yoni Freedhoff will explore the ten most common arguments against the use of these drugs; contrast outcomes with lifestyle interventions and other treatment options; discuss the seeming contradiction that despite improved outcomes, many people stop using these drugs within a year; and considerations for balancing access with plan affordability. With a thirty-minute presentation and fireside chat to follow, this is a must see session for conference attendees across all industries.

Speaker Bio: Associate Professor of Family Medicine at the University of Ottawa and the medical director of both Ottawa’s Bariatric Medical Institute, and the coast-to-coast RD delivered program and app Constant Health. Widely regarded as Canada’s most outspoken expert in obesity, testifying in front of both the House of Commons and the Senate and a fixture on both National and International media regarding nutrition, public policy, and obesity.



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FORUM D

Friday Morning Keynote Panel

The Link to the Future: Leading Through Change on the Red Shores

Much like the forces of nature shaping Prince Edward Island's coastline, the province's demographic shifts and economic currents – and those throughout Atlantic Canada – are constantly in motion with changes difficult to predict. In this moderated panel discussion, experts will explore impacts on the Island's business landscape, and how shifting political, economic, and social dynamics are influencing operations, workforce management, and organizational strategies.

Join us for an engaging and informative session with diverse perspectives on how business leaders and workforce managers are responding to the unique challenges and opportunities currently facing Prince Edward Island, with lessons for Atlantic Canada and beyond.





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CONCURRENT SESSIONS

Thursday Morning

Thursday, October 9, 2025 10:00am - 11:00am

Session 1 (Benefits)

Mental Health and Psychological Safety

Speakers: Dr. Robert Tanguay, University of Calgary, Canadian Addictions Council
Alex Boucher, Mercer

The data is clear! People are struggling with mental health conditions, like never before, and the related costs are skyrocketing.

- 2-in-5 Canadians live with a mental health disorder, and 1-in-2 will have had or are currently living with a mental health disorder.
- 500,000 Canadians miss work every week due to mental health concerns.
- Approximately 8 million Canadians suffer from addiction and 10 Canadians die in hospital every day from substance use, where 75% of that is related to alcohol use.
- Significant wait lists for many specialists, which delays treatment, recovery, and returning to the workplace.

This session will delve into strategies for achieving mental wellness for individuals facing mood disorders, PTSD, trauma, anxiety, depression, and addiction. We will discuss the use of evidence-based assessments, medications, and therapeutic approaches that promote healthy work environments and facilitate recovery. Furthermore, we will examine the critical role of the workplace in preventing and minimizing psychological harm, highlighting the unique opportunity employers must foster healthy work practices, support healthy lifestyles, and enhance both recovery and productivity.

Session 2 (Pension/Investments)

The Decumulation Dilemma

Speaker: Michael Carter, Sun Life

The rise of capital accumulation plans in Canada, along with an aging population, has increased plan sponsor focus on retirement spending. Helping plan members manage through their decumulation years is arguably a more challenging problem than plan design in the accumulation years. This dilemma is rooted in the inherent trade-offs with decumulation goals, as well as in the sequence of return risk and limited alternative investment options for CAP members. However, there are ways that plan sponsors can better deal with this decumulation conundrum.



CONCURRENT SESSIONS

Thursday Late Morning

Thursday, October 9, 2025 11:15am - 12:15pm

Session 3 (Benefits)

How can data analytics and insights elevate the value of your employee benefit and pension plans?

Speaker: Kelly Drummond, UPEI
Liana O'Brien, HUB International

This session explores how organizations can leverage data analytics to better understand employee needs and strengthen the value of benefit and pension plans. The session will share practical strategies for segmenting employee populations, analyzing data insights, and applying these learnings to tailor communications, or adjust the benefits and pension offerings to enhance recruitment, retention and overall employee experience.

Session Take-aways:

- A framework to analyze and apply insights for benefit and pension strategies.
- Practical examples of segmentation and targeted communication.
- Actionable steps to optimize benefits and retirement plans for recruitment and retention success.

Session 4 (Pension/Investments)

The WOW Factor: Creating Wealthier Outcomes for Women

Speaker: Janice Holman, Eckler

Gender neutral financial wellness supports assume that everyone has the same career span and contributes equally to retirement savings. Gender wage disparity, career interruptions for caregiving, and longer life spans make the reality far different for many women. In fact, according to the World Economic Forum, in Canada, women save 30 and 40 per cent less than men and are significantly more likely to live in poverty in their senior years. In this session, we will dispel some common myths about women and money and share strategies for overcoming the specific financial challenges faced by women.

Topics will include:

- Setting a path for financial independence
- Investing
- Leaves and impact on company and government benefits
- How to enhance financial security later in life



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CONCURRENT SESSIONS

Thursday Afternoon

Thursday, October 9, 2025 1:30pm - 2:45pm

Session 5 (Benefits)

Menopause in the Workplace: The Business Imperative for Expanding Access to Care

Speakers: Angela Johnson, sanoLiving
Neda Nasseri, Desjardins
Angela Bryden, Province of NB

Menopause can have significant physical, emotional and psychological effects. While menopause impacts many individuals, it remains an often under-discussed and misunderstood topic in many workplaces. By delving into both physical and emotional changes, our speakers will highlight how we can support and empower employees through awareness and action.

This session will provide insight into:

- Understanding menopause, including the physical and mental health changes
- Menopause and its link to chronic diseases
- The impact on the workplace, including productivity, job performance, attendance, and overall well-being
- The critical role that employers can play in supporting employees experiencing menopause
- Practical applications for adapting your benefits programs to support menopausal employees
- Opportunities to expand access to care and measuring outcomes





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CONCURRENT SESSIONS

Thursday Afternoon

Thursday, October 9, 2025 1:30pm - 2:45pm

Session 6 (Pension/Investments)

Navigating Complex Markets: The Rising Political Influence on Pension Funds

Speaker: Grant Johnsey, Northern Trust

This session will examine the increasing influence of politics on pension funds, focusing on both regulatory pressures and the role of governments as key stakeholders. As the size of pension fund asset pools has grown—making them central actors in global capital markets—their societal and political significance has also expanded. Governments now exert considerable influence not only through regulation but also via their direct involvement in public pension schemes and through policies that guide institutional investment behavior.

The investment industry must now operate within a dynamic and often politically charged environment. Shifts in political priorities can impact market stability, reshape regulatory frameworks, and redefine economic policy goals. At the same time, pension fund managers must uphold their fiduciary duty to beneficiaries—ensuring long-term value creation while responding to evolving external pressures.

This session will explore how the intersection of politics and pensions is reshaping investment strategies, governance models, and regulatory compliance, and what it means for the future of institutional investing.



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ENTERTAINMENT



Wednesday Night

The Fabulously Rich: Tragically Hip Tribute Band

In 2016, The Fabulously Rich came together to support Canadian icon and friend, Gord Downie, with a tribute concert following his cancer diagnosis. That event sparked a journey that has led them to becoming one of the most highly regarded tribute bands in the country. The Fabulously Rich take pride in contributing to the legacy of The Tragically Hip and in delivering performances that resonate with fans.



Thursday Night

Chef Michael Smith Interactive Dinner Party

Chef Michael Smith invites you to an unforgettable evening of flavours, friends and foodie fun. Hear a few stories while enjoying a tasty interactive menu of high energy hijinks, twists and turns. Hold on tight for an epic team building and culinary adventure.

Chef Michael Smith, C.M., is one of Canada's most renowned chefs, a TV host, best-selling author, renowned Fire Cook, and passionate advocate for sustainable home cooking. As Prince Edward Island's Food Ambassador, he has inspired families worldwide through his hit Food Network shows, best-selling cookbooks, and immersive dining experiences at The Inn at Bay Fortune.

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LATE NIGHT SOCIALS



Wednesday Late Night

Maple & Mingle:

Cows Ice Cream Bar & Late Night Networking Social

Join us Wednesday night for great networking opportunities, combined with a celebration of Canadian pride. Enjoy hot apple cider as we raise a glass to both national pride and the power of our industry. The evening will also feature a special treat from one of the PEI's local gems – Cows Ice Cream! Indulge your sweet tooth at our exclusive ice cream bar. Come for the connections, stay for the Canadiana!



Thursday Late Night

PEI Ceilidh at Peake's Quay:

A Musical Island Experience

After a day of inspiration and connection, conference attendees will be musically guided to the iconic Peake's Quay for a lively and unforgettable PEI Ceilidh! Let the rhythms of Prince Edward Island welcome you with traditional tunes, local drinks, and a whole lot of dancing. Whether you're a ceilidh regular or just in it for the fun, this evening promises an authentic taste of Island hospitality and celebration. Come ready to kick up your heels and soak in the spirit of the Maritimes!



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HEALTH & WELLNESS



Wellness Walk

7:15am Thursday Morning

Meet in the Delta Prince Edward Lobby

Start your conference day with a light trail walk on Charlottetown's historic waterfront boardwalk with beautiful views of the harbour and the downtown area.

ENVIRONMENTAL STEWARDSHIP



Each year CPBI Atlantic chooses an organization dedicated to community-based environmental action. Our donation is made to help offset the environmental impacts related to travel and hosting a conference.



Island Nature Trust

www.Islandnaturetrust.ca

Island Nature Trust is a non-government, not-for-profit organization dedicated to protection and management of Natural Areas on Prince Edward Island. We acquire lands to be held in trust for future generations, manage these lands as an example of appropriate and sustained use, and help private owners voluntarily protect their lands. We work with government and private landowners to create a true natural areas network on Prince Edward Island, consisting of core protected areas connected by corridors.

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CONFERENCE JACKET & PEI DELEGATE BAG



Each Conference delegate will receive a conference jacket as part of their registration. Our conference jacket is made possible by our Diamond Sponsor and is a long standing tradition of our CPBI Atlantic in-person conferences. Please indicate your size preference when registering.

Delegates will also be treated to a Taste of PEI Delegate Bag, filled with PEI treats and items, upon arrival at the Delta Prince Edward.

BRINGING YOUR SPOUSE/GUEST



There are a select number of spouse/partner/guest spots available.

The Spouse/Guest Fee is \$525.00 and includes:

- Two 6:00pm Receptions (Wed & Thurs)
- Two Dinners with Entertainment (Wed & Thurs)
- Two Late Night Socials (Wed & Thurs)
- Two Breakfasts (Thurs & Friday)
- Wellness Walk



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REGISTRATION PRICING

Our 2025 PEI Conference Website link:

<https://www.cpbi-icra.ca/Events/Details/Atlantic/2025/10-08-2025-CPBI-Atlantic-Regional-Conference>

Membership Rewards

We are pleased to announce the following exclusive benefits for CPBI Members:

- **Early Access to Conference Registration:** CPBI Members will have an exclusive opportunity to register for the conference from May 14 - June 2, 2025
- **Early Access to Hotel Rooms:** CPBI Members will have early access to the CPBI block of reserved rooms. Your hotel access link and code will be included in the email confirmation you receive when you complete your conference registration.
- **Early Bird Registration Prizes:** Members who register by July 1st will have a chance to win one of two Amazon gift cards or one night stay at the Delta Prince Edward.

REGISTRATION FEES:		
Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	May 14 - July 1, 2025	\$1,575.00
Non-Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	June 2 - July 1, 2025	\$2,100.00
Regular Conference Fee <i>(includes conference program and meals)</i>	July 2 - October 8, 2025	\$1,775.00 Member \$2,300.00 Non-Member

Extras

Spouse/Guest Fee: \$525.00 (includes breakfasts, receptions, evening meals and entertainment)

Golf Fee: \$175.00 (Open to delegates and spouse/guests)

CPBI Ultimate Social: PEI Vibes & Good Times: \$175.00 (Open to delegates and spouse/guests)

All prices are subject to applicable taxes.



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ACCOMMODATIONS

Delta Hotels Prince Edward by Marriott

Experience the coastal culture of Charlottetown, PEI

As the only hotel situated on Charlottetown's scenic harbourfront, Delta Prince Edward offers easy access to the waterfront boardwalk, unique independent shops, art galleries, live theatre, and the incredible dining scene steps away from the hotel. Walking, hiking, biking trails are nearby on the Confederation Trail. After an enjoyable Island day, relax in a guestroom perfectly designed to fit your needs. Free Wi-Fi, in room dining and ergonomic workstations keep your stay comfortable and productive. We look forward to welcoming you to "the Island" and Delta Hotels Prince Edward by Marriott

CPBI Conference Room Block

Your hotel is not part of your conference registration and must be booked separately. Accommodations can be booked via the CPBI Room Block Link that delegates will receive in their confirmation email, once they complete their conference registration.

There are a limited number of rooms being held pre and post-conference for those wishing to arrive early or stay late. Conference delegates who plan to take part in Wednesday Golf or Alternate Activity should plan to arrive Tuesday, October 7, 2025, depending on where they are travelling from.

Room Type

Standard - King or 2 Queens
Waterview - King or 2 Queens

CPBI Conference Rate

\$269 per night
\$299 per night

Check In: 3:00 pm

Check Out: 11:00 am

Hotel Parking: \$25 per day in underground lot.

All rates are based on single or double occupancy. Rates are subject to 15% HST and 3% Accommodation Levy (HST applicable) in effect at the time of check out.

Hotel Cancellation policy is one week prior to arrival. If you require an early check in or late check out, please contact hotel directly at (902) 566-2222.

Note: CPBI Atlantic has a secondary block of rooms available at the Holman Grand Hotel, which is located up the street from the Delta Prince Edward.



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ATTIRE

Business casual dress is appropriate for all Conference events. Conference attendees are encouraged to wear red and white on Wednesday evening for our Canada themed events.

MEALS

CPBI Atlantic strives to provide delicious food and meals that go hand in hand with the incredible educational content at our conference. You will be asked to select your entrée preferences when you complete your registration.

As a conference delegate, your registration includes the following meals:

- | | |
|--------------------------|---------------------------|
| • Two 6:00pm Receptions | Wednesday & Thursday |
| • Two 7:00pm Dinners | Wednesday & Thursday |
| • Two Late Night Socials | Wednesday & Thursday |
| • Two Breakfasts | Thursday & Friday morning |
| • Two Lunches | Thursday & Friday |
| • Four Breaks | Thursday & Friday |

FOOD ALLERGIES & DIETARY RESTRICTIONS

Please indicate any food allergies or dietary restrictions when you complete your registration. If your requirements cannot be captured on the registration form, please email atlanticconference@cpbi-icra.ca.

ACCESSIBILITY

The Delta Prince Edward Convention Centre is on one level, with hotel rooms accessible by elevator. Please email atlanticconference@cpbi-icra.ca if you have accessibility questions or requirements.



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CPBI ATLANTIC CONFERENCE CANCELLATION POLICY

The CPBI Atlantic Regional Conference has a history of selling out before Canada Day, often with an extensive waiting list. To help us accommodate last-minute attendees, please let us know as soon as possible if your plans change and you're no longer able to attend. We appreciate your cooperation and look forward to another successful event!

Full Refund If cancellation received before August 25, 2025.

\$500 Cancellation Fee If cancellation received between August 25- September 8, 2025

No Refund If cancellation received after September 8, 2025

Registration can be transferred at anytime, at no extra cost (member to member, non-member to non-member).

Important! Given the limited number of hotel rooms, all hotel reservations that are not linked to a conference registration will be cancelled.

If CPBI Atlantic must cancel the conference for any reason, delegates will obtain a full refund of their registration fee. CPBI will not be responsible for any financial loss related to any other bookings (travel, lodging, etc.) resulting from the cancellation of the in-person event.

Note: Conference Registration must be paid in full by September 8, 2025



Image courtesy of Patricia Bourque

CONNECTING IN CANADA'S BIRTHPLACE



Getting Here



Prince Edward Island, Canada's smallest province, is nestled in the Gulf of St. Lawrence between the provinces of New Brunswick, Nova Scotia, Québec, and Newfoundland and Labrador. It is accessible by air as well as by ferry and the 13-km Confederation Bridge.

By Air Aéroport de Charlottetown Airport

The Charlottetown Airport (YYG) offers direct flights from Montréal, Toronto, and Ottawa on a year-round basis and, Calgary, Edmonton, and Kitchener-Waterloo on a seasonal basis.

Flight Times

TORONTO | 2 HOURS

MONTREAL | 1.5 HOURS

OTTAWA | 1.75 HOURS

***CALGARY** | 5 HOURS

***EDMONTON** | 5 HOURS

*Seasonal Service



Prefer to Drive?



Confederation Bridge

The Confederation Bridge is a 13-km engineering phenomenon. Connecting from New Brunswick, the Bridge is open 24 hours a day and takes approximately 12 minutes to cross. Tolls are collected when leaving PEI.



Northumberland Ferries Limited

Northumberland Ferries departs from Caribou, Nova Scotia to Wood Islands, Prince Edward Island on a regular schedule. The trip takes 75 minutes and fare for the ferry is paid when leaving the Island.

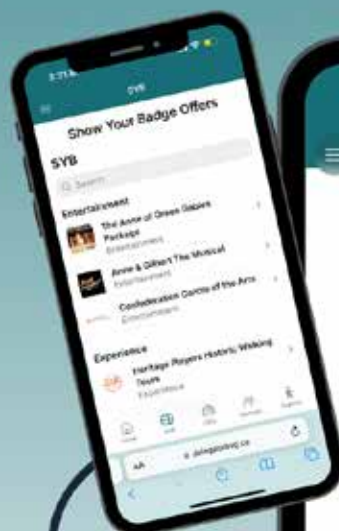
CONNECTING IN CANADA'S BIRTHPLACE



VIRTUAL DELEGATE BAG

YOUR GUIDE TO PEI
IN THE PALM OF YOUR HAND

✓ EXCLUSIVE OFFERS ✓ NO DOWNLOAD NECESSARY ✓ LOCAL BUSINESSES



LOCAL BUSINESS
DISCOUNTS ON
RETAIL AND
FOOD/BEVERAGE



EXCLUSIVE
ACCOMMODATION
OFFERS TO STAY
PRE- OR POST-
CONFERENCE!



TO ACCESS:
SCAN QR CODE OR
VISIT [DELEGATEBAG.CA](https://delegatebag.ca)